GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2516
ANSWERED ON:10.03.2000
MIFF
M.V.CHANDRASHEKHARA MURTHY;SHYAMA SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Doordarshan has failed to cover the MIFF-2000 live at Mumbai in the recent past;

(b) if so, the reasons therefor; and

(c) the steps taken by the Government to tone up the functioning of Doordarshan to compete with other private channels?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISINVESTMENT
(SHRI ARUN JAITLEY)

(a)&(b): It has been intimated by Prasar Bharati that inaugural function of MIFF- 2000 was covered live on DD-I on 5.2.2000 from 6.00 p.m. to 7.00 p.m.. However, due to programme exigencies, the closing function could not be covered live on DD-I/DD-II.The recording of the closing function was telecast on DD News Channel at 11.02 p.m. on 10.2.2000.

(c): Prasar Bharati have intimated that it is the constant endeavour of Doordarshan to bring about qualitative improvement in its programmes to sustain viewers` interest and to make them attractive so as to enable them to successfully compete with the programmes telecast on private channels. Changes have been made in the Fixed Point Chart to include a wide variety of programming. Presentation and transmission of programmes has also been done in sleek and professional manner with a view to attract better viewership. For improving the quality of signals for better reception by viewers, digitalized transmission has been started in satellite mode.